

The Five Minute Meeting



BLUE SLIPS

INCREDIBLY SIMPLE CONCEPT

- Write Your Ideas Down
- One Idea Per Slip

C.C. Crawford, USC
Born 1896

The Rules

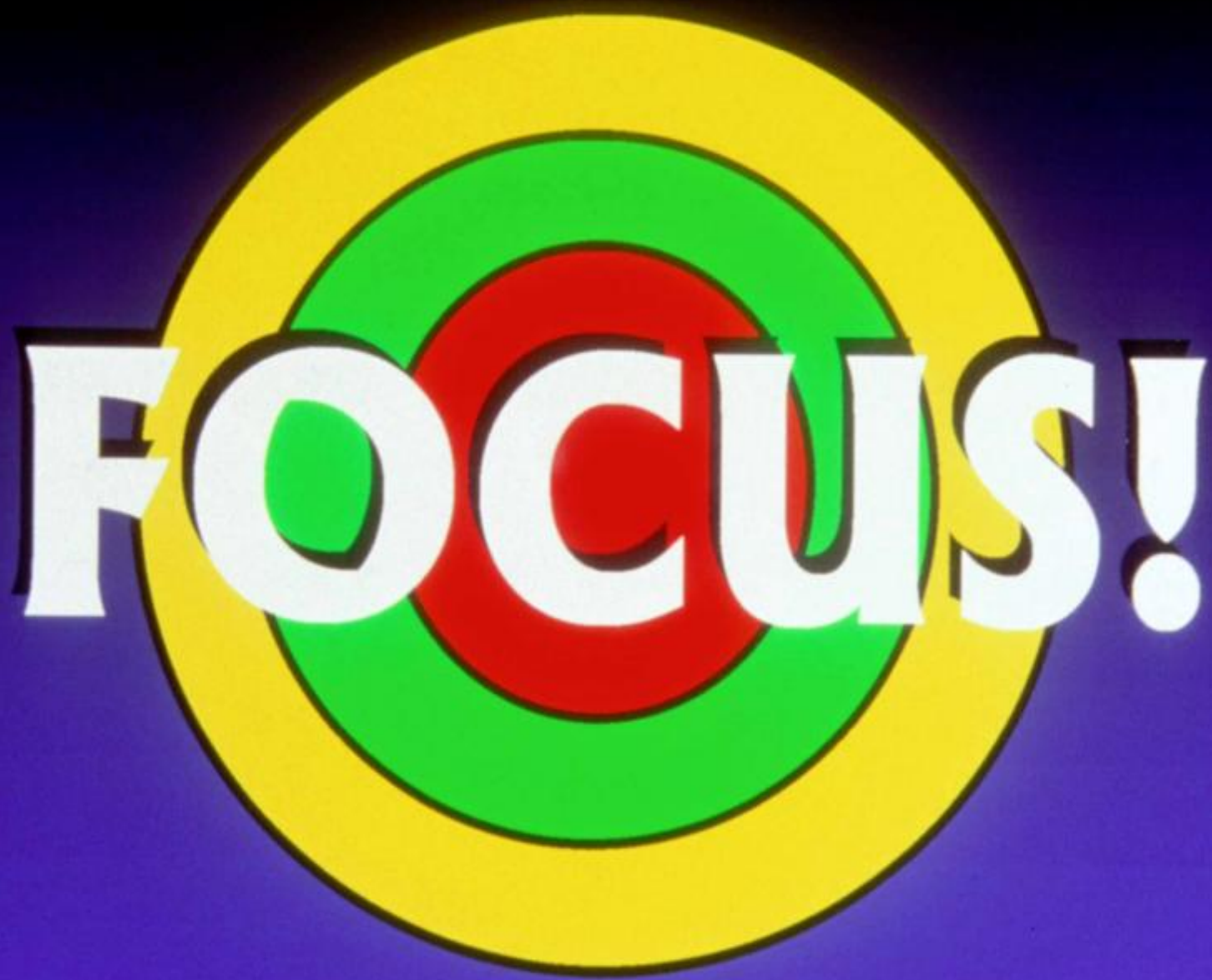
KEYWORD

CHALLENGE

**SHORT “IDEA”
TELEGRAPH
STYLE**

**How to come up with the
money to pay my taxes**

**WRITE
HORIZONTALLY, NOT
VERTICALLY**



INTERESTING

What was the most
interesting idea this
topic raised?

...BLUE SLIP

SPECIFICITY

Get Specific!

**Specificity leads to
different thinking and
different ideas.**

Issue

Something out of your control or beyond your ability to change and which strongly impacts an undertaking in which you are engaged.

ISSUE

What is the most
critical issue facing us?

...BLUE SLIP

Challenge

A difficulty in a job or undertaking but within your control or influence to take on or change.

CHALLENGE

What is the most
pressing challenge
facing you?

...BLUE SLIP

On Expedition!

Opportunity

Something that you can
do and don't yet realize
that you can.

OPPORTUNITY

What OPPORTUNITIES
do you see for us?

...BLUE SLIP

Action Focus

**“Innovation and Improvement
must come from where the
action is.”**

*- Tom Peters
In Search of Excellence*

ACTION

What ACTIONS Could
You Take Now?

...BLUE SLIP

Thinking About Thinking

The Power² of Two



The greatest change to an idea occurs
when you first discuss it with someone else

Practice...

MEETINGS

INVOLVE EVERYBODY

- Use Every Brain In The Room
- Focus/Refocus Via Constant Questions
- Collect Ideas (Blue Slips)
 - Create Connections/Relationships

Publish Results Immediately

...Make Something Happen



... BLUE SLIPS





**The simpler something is,
The more likely it is to work.**

... simple is not simplistic

On Expedition!

“It Works!”